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ABSTRACT

This handbook is designed to help students develop a better understanding and appreciation of the newspaper, its uses by the general public, and its role in the democratic system. Contents include: "The History of Newspapers"; "Why Should You Read a Newspaper?"; "What Do You Read in a Newspaper?"; "How Well Do You Read?" which stresses reading efficiency and contains a short quiz for speed and comprehension; "Want to Read Faster? Here's How...," which discusses the importance of reading skills; "Learn to Skim," which presents sample newspaper items showing students the technique of skimming; "Read with a Plan"; "What to Expect from Your Newspaper," which outlines the four basic purposes of the newspaper; and "Stretch Your Time and Increase Your Knowledge," which concludes that the newspaper is the living textbook of practically every subject covered in the classroom. (RB)

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STUDENT HANDBOOK

HOW TO GET MORE OUT OF YOUR NEWSPAPER.....

CS 201 246

THANK YOU

Appreciation is expressed to The South Bend (Ind.) Tribune and to Clarence W. Harding, Public Relations Director, for the opportunity of reprinting this handbook. The use of the handbook by Ohio students and teachers is also appreciated in the interest of a better understanding of newspapers, their use by readers and the general public, and their role in our American system of freedom and democracy.

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HOW TO GET MORE OUT OF YOUR NEWSPAPER

Introduction

Article I of the Bill of Rights states that, "Congress shall make no law...abridging freedom of speech or of the press." This is the written guarantee of freedom of the printed word in the United States. Freedom of the press, a privilege of democracy, also exacts a responsibility. We, the citizens who enjoy it, must think for ourselves about the important questions of our time.

Towering above all other media as a common carrier of public information is the press—the tremendous, influential, dynamic force of the almost 2,000 daily and 10,000 weekly newspapers published in the United States today.

Readers in the United States and Canada spend $3,715,000 a day, $30,076,000 a week or $1,563,942,000 a year for their newspapers. This is more than is spent for all other print media combined.

The whole theory of democracy is based on a informed citizenry. Because of this fact Thomas Jefferson said, "Were it left for me to decide whether we should have government without newspapers or newspapers without government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

THE HISTORY OF NEWSPAPERS

Where and when did the first daily newspaper come into existence? One of the earliest publications appeared in Rome around 69 B. C. It was a primitive news sheet called Acta Diurna (acts of the day), and described the activities of the Roman Senate. It was posted daily in public spots around the city.

Marco Polo, in his long journey to the Orient, returned to Europe with the idea of the court gazette, thought to be the oldest continuing newspaper in history, since it did not disappear in China until the 20th century.

Gazette, however, is an Italian term. In an Italian province in 1566, accounts of a war were printed in a news bulletin. If people wished to buy a copy of the news sheet, they paid a small coin called a "gazetta."

Before printing and publishing as we know it came into existence, people of Europe were informed by traveling ballad singers. These carefree newsmongers traveled from village to village, singing of the things they had seen or heard. No doubt their stories were distorted, but the wanderer was always welcome.

The first sign of a newspaper resembling today's variety appeared in Germany in the 1500's. The German people had long been accustomed to broadsides (single page news sheets printed on one side only), pamphlets and books. Then news pamphlets began appearing in special shops, dealing with new topics such as battles, disasters, "miracles", and coronations. Then in the 1700's more or less regular newspapers sprang up in Germany, Austria, Netherlands and then Italy. Traveling Germans inaugerated most of them, and deserve the major credit for the growth of the modern newspaper in Europe.

In England, the "Glorious" Revolution of 1688 caused journalists to exercise considerable freedom. Strict printing laws were no longer rigidly enforced or were repealed altogether. This was the beginning of the English tradition of freedom of the press, and it followed the growth of representative government after 1688.

The birthplace of the American press was the Massachusetts Bay Colony in New England. Since tyrann, and religious persecution were the reasons most people had come to the colony, the first small news publications naturally dealt with these problems. Because most settlers were from the new middle class of England, their educational level was high and printers occupied an important part of the community.

The first successful newspaper didn't appear until 1740, some eighty years after the Bay Colony was established. Then during the pre-revolutionary period, other regular newspapers began publication. These played an important part in the fight for freedom from England. As the lawyers spread the doctrine of revolution by the spoken work, so did printers and journalists by the printed word.

After the revolution came the era of "partisan press". Every political interest group came to rely on the growing press to spread their ideas before the public, and even had their own special newspapers. The opposing ideas of Thomas Jefferson and Alexander Hamilton were trumpeted from special newspapers sponsored by followers of the two great men.

Soon, newspapers began to strive for independence from powerful partisan sponsorship. The ideas that a newspaper must appeal to many with opposing political ideas began to spread as printers sought greater economic rewards. The rising cost of operation and the need for more advertising brought about the "penny press" around 1833, a newspaper designed for the "common man". Originally of a sensational nature, penny newspapers soon became a more literate and dignified product.

In time, as newspapers became larger, advertising became more important as a source of income. At the same time, the move toward editorial independence caused the news dispensing function of the newspaper to become more important. Printers and editors knew that readers required and demanded factual and up to date news.

Then came a great new development in the history of American journalism--wire services. Set up on a national, then international scale, the wire services could gather and

report all of the world news, and give it to subscribing newspapers faster than ever before. For the first time, the reader was in close and immediate touch with events outside of his town or state.

WHY SHOULD YOU READ A NEWSPAPER?

If you want to learn to swim, you obviously have a reason. You may think swimming will give you pleasure, or your friends may swim and you want to join them, or your doctor may have prescribed swimming as a means of exercise, or you fear that some day you may be shipwrecked.

But why read a newspaper? Some look to the newspaper to check upon their favorite athletic teams, to check on the antics of their favorite comic characters. Others want to match their opinions against those of editors and columnists. Still others seek information on their favorite TV program. The newspaper gives information on all of these phases of entertainment, of course, but its first job is to supply information.

Why do we need information? There are several reasons.

1. The well-informed person wins respect for his opinions.
2. Some kinds of information affect our day-to-day lives, such as when a new law is passed, a new tax imposed, a public emergency test is scheduled or when an official ceremony is planned.
3. Some kinds of information affect our occupations.
4. Many remote events reported in your newspaper eventually come close to home. In 1914 an Austrian archduke was assassinated in Serbia. It seemed like none of our affair. Yet it led to a war that three years later engulfed us.
5. The whole theory of democracy is based on an informed citizenry.

To be thoroughly informed on all of these things, you require a package that is compact and puts all things in proper proportions. This package is your newspaper.

WHAT DO YOU READ IN A NEWSPAPER?

Or, perhaps a better question—are you reading your newspaper with full understanding and satisfaction?

A newspaper is many things to many people. To some it is the source of all knowledge. To others it is a source of all world news, or just a small segment of it.

Some people read only sports, others only business news. Still others read only the comics.

Women find the newspaper an ever-helpful source of news of fashion, of helpful hints on beauty, patterns, or a multitude of activities that make up their daily activities.

The newspaper is the one product that satisfies all these desires and does it every day of the year.

Are you getting a true picture of today's world?

This booklet is designed to help you get more out of the time you spend with your newspaper.

HOW WELL DO YOU READ?

This question is being asked in every field of business today. Busy executives are joining in courses of study to improve their reading.

Reading experts tell us that while less than 4% of American adults cannot read at all, at least 60% of them do not read well. And almost everyone can improve reading efficiency.

Do you read quickly? How much do you absorb? Some say quick readers cannot be attentive, but that's wrong. Investigation in reading schools show that effective reading tends to be rapid reading, and that our really successful readers are the ones who move along a page at a whiz-bang pace.

Here's a little test you might try to see in what bracket your reading speed falls.

Read through this article on the next page.

Use a watch with a second hand and time your reading. Note how long it took you to read the article.

Man Can Arm Against A Raid: Powerless To Defend A Trade

IN THE SPRING OF 1908 Detroit Manager Hughey Jennings offered to trade Ty Cobb to the Indians for Elmer Flick, even up. Indian owner Charley Somers nixed the deal. True, Cobb had batted .350 and stolen 49 bases the year before and .320 the year before that, but after all, he was a comparative novice in the majors. Flick, born Jan. 11, 1876, in Bedford, was a veteran of 11 years in the big time and a proven star in the outfield. He had won the American League batting crown in 1905 with .306, led the league again with 98 runs in 1906, hit a respectable .302 and stolen 41 bases in 1907, and been tops in triples all three years. In addition to all these, he was such a nice fellow!

Taken ill early in that 1908 season Flick got into only 99 more big league games for 37 runs, 85 hits, 11 stolen bases. He was back in the bushes by 1911. Cobb lasted 21 more years, added 2,084 runs, 3,831 more hits, 818 stolen bases and averaged an amazing .367 at bat. You never can tell which way the ball will bounce!

In the Summer of 1910 a New Orleans sports editor tipped Charley Somers that a young outfielder with the New Orleans club had the makings of a big leaguer. His name was Joe Jackson. Reared in the backwoods of North Carolina, he couldn't read or write; but he had a great natural swing with the bat. Breaking in with his hometown Greenville club in 1908 he was sold to the Athletics for $325. Connie Mack brought him up that September; and again from Savannah late in 1909—but both times Shoeless Joe quickly became homesick and lit out for North Carolina. By early September 1910 he was hitting .354 for 136 games with New Orleans when Somers offered to trade promising outfielder Briscoe Lord of the Indians for the unpredictable Jackson of N'Orleans. Mr. Mack accepted without delay.

JACKSON PLAYED 20 GAMES with the Indians that September and hit .387. The next year he made 233 hits and batted .408 for club records which still stand. For his first three full seasons with the Indians he averaged 119 runs, 219 hits and .370. Before he was traded in August, 1915, he played 671 games, made 936 hits and averaged .375. Briscoe Lord was a semi-regular three years with the Athletics and saw brief service with the Braves in 1913 before dropping out of the majors —with .256 lifetime average.

Quiz

Now see if you can answer these questions without looking back;

1. The Indians made two good player trades in the early part of the 20th Century.
. . . . . True . . . . . False

2. Ty Cobb played more than 20 years in the major leagues.
. . . . . True . . . . . False

3. Joe Jackson was one of the first college graduates to play major league baseball.
. . . . . True . . . . . False

4. Briscoe Lord became a great star with the old Philadelphia Athletics.
. . . . . True . . . . . False

How to score your reading speed:

Very Rapid:	50 seconds or less
Rapid:	50 to 60 seconds
Average:	60 to 75 seconds
Slow:	More than 75 seconds

(Answers to questions: 1. False; 2. True; 3. False; 4. False)

WANT TO READ FASTER? HERE'S HOW...

Even though you're not aware of it, your eyes are now moving over these lines, not in continuous flight, like an airplane but in hops, like a rabbit. While your eyes are moving, there is no reading. But in between, they stop a fraction of a second. It is during these stops that you see the print and read.

For the narrow line of print in a newspaper column, you should not make over two stops a line. (A friend, watching a mirror propped up in front of you as you read, can tell how many times your eyes stop.) The fewer and faster the stops, the more quickly you can read.

It may be that you are reading words, one at a time, instead of thoughts. Or, be that you are "vocalizing," saying the words out loud to yourself as you read. Either of these habits can slow up your reading and waste time. Like actual physical defects of the eye, they are well worth correcting with professional help.

However, there is one reading skill you can perfect by yourself. It's the technique called "skimming."

Skimming helps you to discover what you want to read more carefully. When you find it, slow down to get the full content.

For stories on the lighter side, you can trot along fairly briskly. But when it comes to editorials, significant speeches, serious columns following involved reasoning and other important material, proceed slowly enough to follow the idea and logic in order to commit the facts to memory.

LEARN TO SKIM...

A good newspaper is organized to help you absorb masses of material by skimming. Skimming is not skipping nor is it superficial reading-on-the-run.

Skimming is a high-speed method of meaningful reading by which you train your eyes to run quickly down a column or over a page--and your brain to register rapidly and record the impressions most important to you.

Most skimmers have developed the trick of running the eye mainly down the middle of the column or page. By gradually accustoming themselves to take in a broad area at a glance, they pick up most of the meaning of the line.

If you don't believe it can be done, read the stories on the next page. But instead of reading it in the usual way, make a conscious effort to keep your eyes within the area between the two vertical lines. See if you don't pick up most of the sense of the items. If you didn't, practice with other sections and watch your skimming technique improve with time.

BEAR CLAWS ALASKA YOUTH

JUNEAU, Alaska (AP) —A teen-age sharpshooter fired at a charging bear Monday, but the animal knocked his rifle aside and clawed him so severely a doctor said he would be blind.

Lee Hagmeier, 17, of Auke Bay, Alaska, was reported in fair condition at a Juneau hospital after two hours of surgery.

TESTS PASSED BY X-15 PLANE

EDWARDS AIR FORCE BASE, Calif. (AP)—The Air Force reports the X-15 rocket plane passed its final test Friday and is ready for its first powered flight—possibly within the next two weeks.

The X-15 is a research vehicle which the Air Force hopes will climb into the lower reaches of space.

FIRE BLAMED ON CIGARETTE

A cigarette was blamed Friday afternoon for a $50 fire in the home of L. D. Fairbairn, 1709 E. Colfax Ave., where a mattress was ruined. Firemen said paper in a waste basket where the cigarette had been tossed ignited, the flames spreading to the bed. Companies 3 and 9, Squad 21, and Truck 5 responsed to the telephone alarm at 5:24.

18 REDS QUIT PARTY.

DAMASCUS, Syria (AP)—Eighteen well-known Communists announced today they have withdrawn from the Communist Party because it "betrayed Arab national aspirations." President Nasser of the United Arab Republic of Egypt and Syria early this year denounced Arab Communists as "enemies of Arab unity."

OFFICE DESK LOOTED OF $100

An office door lock was picked at the Stewart Optical Co. located on the fifth floor of the St. Joseph Bank Bldg., Jefferson Blvd. and Michigan St., where $100 was taken from a desk, Mrs. Violet Ruth Tetter, [illegible] of 11680 Jefferson Rd., Osceola, co-owner, reported to police Friday afternoon. Police said the lock apparently had been forced with a sharp instrument.

BULL ROPED BY COLONEL

ATLANTA (UPI) — Lt. Col. Maynard P. Booth, stationed at Ft. McPherson, out-did a gun-carrying squad of motorcycle police with only a rope and a leap yesterday.

The Army officer, attracted by the curious activity of the policemen, was told a wild bull was loose. He had it roped and tied in five minutes, just the way he learned it, he said, in the South Dakota South.

HOUSE BUILDER FOR THE BIRDS

HOMER, O., (AP) — Early Hayes 75, has carried out a one-man housing project, strictly for the birds.

Hayes has built 14 apartment houses for birds. Each apartment has a private entrance and is partitioned inside for privacy. Some of the bird buildings have as many as 38 rooms.

Hayes says he provides the rent-free housing for his feathered friends simply because he enjoys having them around.

READ WITH A PLAN...

Get a bird's eye view of the newspaper by skimming the front page headlines. If your time is limited, this preliminary survey--including a hasty reading of the top news stories in which you are interested--can be compressed into three minutes. This is not advisable, however, if you are to enjoy the greatest benefits from your newspaper.

You should spend more time on general news--local, national and international. From the news, you may go to those who interpret it. This is the editorial page.

When you have read the main news and comment, you may now check more closely on your special interests--the sports pages, the women's pages, the financial page, advertising, amusements and the comics.

Newspaper reading is meant to be enjoyable as well as profitable. But you can get more out of the paper if you explore beyond your own personal interests. Try to get more out of the time you have to spend with your newspaper. Give more thought to better reading habits.

WHAT TO EXPECT FROM YOUR NEWSPAPER...

In order to evaluate newspapers, we must first have an idea of what we have a right to expect from them.

A newspaper is, first and foremost, exactly what the name says it is... a news paper. One of the greatest fields of enterprise on a newspaper is the effort, ingenuity and expense put forth to present happenings as soon after their occurrence as is possible. But a newspaper is more than just a bulletin-sheet. Actually, it has four basic jobs.

Stripping them down to a bare outline, they are:

1. Information - To report the news adequately, accurately and interestingly.

2. Interpretation - To make clear the meaning of the news.

3. Service - (a) To readers. To help them solve their business, home, recreation, family and other problems.
   (b) To advertisers. To help the community carry out its business transactions through the advertising columns, both classified and display.

4. Entertainment - To amuse, divert, stimulate and otherwise give enjoyment.

INFORMATION

First duty of a newspaper is to report the news accurately, adequately and interestingly. It should report the news of its community and give a comprehensive cross-section of state, national and international news, all woven into a complete daily tapestry.

The two basic news catagories are, "spot" and "feature."

A "spot" news story is a report of something which occurred within the last 24 hours, or since the paper's last edition. Confined to the facts, its principal ingredients are the five newspaper W's: who, what, when, where, why and sometimes how.

A "feature" story has many facets, including human interest. Frequently it gives unusual sidelight or background material on a current spot news issue. Humorous occurrences are often given feature story treatment.

INTERPRETATION

Just giving the facts is not enough. You, as a reader, want an insight into the meaning of the news, a feeling that what you read has a bearing on your life. So, in addition to straight reporting or information, your newspaper comments and analyzes important issues which might affect its readers. This is called interpretation.

Principal vehicle for this comment or analysis is called an editorial. Editorials express opinions and represent the newspaper's views on pertinent local national and international issues. Except in rare instances, editorials are confined to the editorial page.

In addition, a wide range of expert opinion and interpretation is offered through top columnists. Many of these are experts in the specific field about which they write.

SERVICE

The wide variety of columns and features which appear in your newspaper provide many specific services for readers. Recipes, advice on child care, heart and home problems, etiquette and fashions are published as a service to readers. So are theater timetables, radio and TV logs, columns on hobbies, out-of-doors, books and league standings.

Your newspaper's leadership in the constant growth and betterment of the community is a very important service to its readers.

Advertising also ranks high among a newspaper's service to its readers.

People like to read advertising. According to the Advertising Research Foundation, at least 80% of men and 95% of women read some advertising in daily newspapers.

It's true, of course, that much of a newspaper's income comes from the sale of advertising. But it's equally true that readers use both display and classified advertising to get the most out of their lives and their budgets.

ENTERTAINMENT

Your newspaper is not all solemn news and weighty opinion. The comics and features offer a brighter side. Every day newspapers publish the nation's top comic strips and cartoons. You'll find full pages of colored comics every Sunday. There is also the entertainment - filled Sunday magazine. Newspapers tell you, too, where to find your favorite radio and TV programs. Special columns keep you informed of doings in the entertainment world.

S-T-R-E-T-C-H YOUR TIME AND INCREASE YOUR KNOWLEDGE!

Don't say, "I haven't time to read the newspaper every day."

Get more out of the time you DO have. Use some of the suggestions we've covered and give more thought to better reading habits.

Read your newspaper on the way home, when you lunch or dine alone, while waiting for appointments, between chores or classes. Clip articles you want to go over more thoroughly. No scrap of time is too small for getting more out of your newspaper.

Rewards are great. You'll never be at sea in a serious discussion when you know the facts. You'll know where you stand on important issues. You'll think straighter on crucial problems. People will enjoy talking to you to get your opinions.

The great modern newspaper is a university in prin'. At an entrance fee of a few cents a day and a little time, your newspaper presents you with the opportunity for a lifetime liberal education.

Schoolbooks may sometimes seem remote. Newspapers link the books to NOW! For a young man or woman still in school, the newspaper is the living textbook of practically every subject covered in the classroom.